## ORDER

Orders Order / Rev: 715925

06331752 Alt Order #: **CRAVAAK FOR CONGRESS** Product Desc:

Estimate: C23C29 Flight Dates: 10/23/12 - 10/31/12

Original Date / Rev: 10/30/12 / 10/30/12

Order Type: Political

**KARE** 

Primary AE: Jim Quinn

Sales Office: T-PHI Sales Region: NAT

**Smart Media Group Inc/ POL** Name: Agency

> **Buying Contact:** Billing Contact:

> > 814 King Street Alexandria, VA 22314

Billing Cycle:

Billing Type:

Billing Calendar:

WEEKLY

Broadcast

Cash

15% Agency Commission:

Advertiser CRAVAACK, C / R /CON Name:

> A35+ Demographic:

**Product Codes:** PL-US House Representative Priority: P-2

Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan Totals** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	57	\$86,600.00	\$73,610.00
10/29/12	11/04/12	8	\$4,175.00	\$3,548.75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$86,600.00	\$73,610.00	0.00
November 2012	8	\$4,175.00	\$3,548.75	0.00
Totals	65	\$90,775.00	\$77,158,75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

L	n C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
	2 K	ARE 1	10/26/12	2 10/26/12	M-F 2-3p	CM	2P-3P	F	:30	2	\$300.00 P-4	0.00 NM	2	\$600.00
					The Doctors									
	TH	IE DOC												
		Start		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
_		k: 10/22		10/28/12	F	2	\$300.00	0.00						
	3 K	ARE 1	10/26/12	2 10/26/12	M-F 4-430p	CM	4-430P	F	:30	1	\$525.00 P-4	0.00 NM	1	\$525.00
	40	NEW			KARE 11 4 News									
	41	NEWS		E. J.D.	M/s sledens	0	D-1-	Detina						
	Woo	Start k: 10/22		End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	Rate \$525.00	Rating 0.00						
_						- 1					Φ4 050 00 D 4	0.00 NIM		<b>#4.050.00</b>
	4 K	ARE 1	10/26/12	2 10/26/12	•	CM	430-5P	F	:30	1	\$1,350.00 P-4	0.00 NM	1	\$1,350.00
	IF	OPARE	<b>)</b> Y		Jeopardy									
	0_	Start		End Date	Weekdays	Spots/Week	Rate	Rating						
	Wee	k: 10/22		10/28/12	F	1	\$1,350.00	0.00						
				2 10/26/12	M-F 5-530p	CM	5-530p	F	:30	1	\$1.800.00 P-4	0.00 NM	1	\$1,800.00
	0 10		10/20/12	10/20/12	KARE 11 5 News	_	О ОООР	•	.00	•	ψ1,000.001	0.00 11111		ψ1,000.00
	KA	RE11N	IWS-5											
		Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Wee	k: 10/22	2/12	10/28/12	F	1	\$1,800.00	0.00						
	6 K	ARE 1	0/26/12	10/26/12	M-F 9-10a	CM	9-10a	F	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
					TODAY									
	TC	DAY 1	1											
		Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 715925 Advertiser: CRAVAACK, C / R /CON

Alt Order #: 06331752 Product Desc: CRAVAAK FOR CONGRESS KARE

Flight Dates: 10/23/12 - 10/31/12 Estimate: C23C29

	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
	6 KAR	E 10/26/	12 10/26/12	M-F 9-10a	CM	9-10a		F	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
	TOD	AY 11		TODAY										
	-	Start Date	End Date	Weekdays	Spots/Week	Rate	Ratir							
_		10/22/12	10/28/12	F	2	\$350.00		00	.20		\$200.00 D.4	0.00 NM	,	<b>#200.00</b>
	8 KAR	E 10/29/	12 10/29/12	M-F 2-3p The Doctors	СМ	2P-3P	1	M	:30	1	\$300.00 P-4	0.00 NM	1	\$300.00
		DOCTOR	S											
	-	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate \$300.00	Ratir	<u>ng</u> 00						
_			12 10/29/12	M-F 4-430p	CM	4-430P		M	:30	1	\$525.00 P-4	0.00 NM	1	\$525.00
				KARE 11 4 News							<b>,</b>			*
	4P N		End Data	Mookdovo	Spoto/Mook	Poto	Dotin							
	_	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$525.00	Ratir 0.	<u>19</u> 00						
_	11 KAR	E 10/29/	12 10/29/12	M-F 5-530p	CM	5-530p	]	M	:30	1	\$1,975.00 P-4	0.00 NM	1	\$1,975.00
	KADI			KARE 11 5 News										
		E11NWS-5 Start Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na						
	-	10/29/12	11/04/12	M	1			00						
	12 KAR	E 10/29/	12 10/29/12		CM	5-6a	1	M	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
	KARI	E11-1ST E	:DT	KARE First Editio	n M-F									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
_		10/29/12	11/04/12	M	1	\$350.00		00						
	13 KAR	E 10/29/	12 10/29/12	M-F 9-10a TODAY	CM	9-10a	]	M	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
	TOD	AY 11		TODAT										
	-	Start Date	End Date	Weekdays	Spots/Week	Rate	Ratir							
_		10/29/12	11/04/12 12 10/27/12	M Sat 5-530p	CM	\$350.00 5-530P		00 S-	:30	1	\$900.00 P-4	0.00 NM	1	\$900.00
	14 KAK	E 10/2//	12 10/27/12	KARE 11 5 News		5-53UP	•	3-	.30	1	\$900.00 P-4	U.UU INIVI	'	\$900.00
		E11NWS-5												
	-	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$900.00	Ratir	<u>ng</u> 00						
_			12 10/27/12		CM	6-630P		S-	:30	1	\$1,150.00 P-4	0.00 NM	1	\$1,150.00
				KARE 11 6 News							• 1,100.00			<b>*</b> 1,100100
		E11NWS-6		Mookdovo	Spoto/Mook	Poto	Dotin							
	-	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$1,150.00	Ratir 0.	<u>19</u> 00						
_	16 KAR	E 10/27/	12 10/27/12	Sat 8-10a	CM	8-10a		S-	:30	2	\$450.00 P-2	0.00 NM	2	\$900.00
	KVDI	E11 NWS	CAT	KARE 11 Saturda	у									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na						
	-	10/22/12	10/28/12	S-	2	\$450.00		00						
	17 KAR	E 10/28/	12 10/28/12	Sun 5-530p	CM	5-530P		S	:30	1	\$1,150.00 P-4	0.00 NM	1	\$1,150.00
	KARI	E11NWS-5	5	KARE 11 5 News	Su									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
_		10/22/12	10/28/12	S	1	¥ ·, · · · · · ·		00			<b>*****</b>			
	19 KAR	E 10/25/	12 10/25/12	M-F 2-3p The Doctors	CM	2P-3P		T	:30	2	\$300.00 P-4	0.00 NM	2	\$600.00
	THE	DOCTOR	S	THE BOOKER										
	-	Start Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Ratir							
_		10/22/12 E 10/25/	10/28/12	M-F 4-430p	CM	\$300.00 4-430P		00 T	:30	1	\$525.00 P-4	0.00 NM	1	\$525.00
	ZU IVAN	L 10/23/	12 10/20/12	KARE 11 4 News		T TJUI	•	- 1	.50	'	ψυ <b>∠</b> υ.υυ Γ*4	U.UU INIVI	l '	φυΖυ.00
		EWS					_							
	-	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$525.00	Ratir 0.0	<u>ng</u> 00						
_			12 10/25/12		CM	430-5P		T	:30	1	\$1,350.00 P-4	0.00 NM	1	\$1,350.00
													-	

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Order / Rev: 715925 Advertiser: CRAVAACK, C / R /CON

Alt Order #: 06331752 Product Desc: CRAVAAK FOR CONGRESS KARE

Flight Dates: 10/23/12 - 10/31/12 Estimate: C23C29

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Гime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 430-5p Jeopardy										
JEOPAI	RDY		,										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 10/		10/28/12	T	1	\$1,350.00	0.0	0 T	.20		\$250.00 D.4	0.00 NM	4	<b>Ф</b> 250.00
23 NARE	10/25/1	2 10/25/12	M-F 5-6a KARE First Editio	CM n M-F	5-6a	-	1	:30	1	\$350.00 P-4	U.UU INIVI	1	\$350.00
KARE1	1-1ST E	T											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/28/12	T	CM	\$350.00 9-10a	0.0	0 T	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
24 NAIL	10/23/1	2 10/23/12	TODAY	Civi	9-10a	-	1	.30	2	ф330.00 F-4	O.OO INIVI	2	\$700.00
TODAY	11												
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating	_						
Week: 10/		10/28/12	M-F 2-3p	CM	\$350.00 2P-3P	0.0	0 T	:30	2	\$300.00 P-4	0.00 NM	2	\$600.00
20 NAIL	10/23/1	2 10/25/12	The Doctors	Civi	21 -31		1	.50	_	φ300.001 -4	0.00 14101		φουο.υυ
THE DO	OCTORS												
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 2	<u>Rate</u>	Rating	_						
		2 10/23/12	M-F 4-430p	CM	\$300.00 4-430P	0.0	<u>0</u> T	:30	1	\$525.00 P-4	0.00 NM	1	\$525.00
ZI NAIL	10/23/1	2 10/25/12	KARE 11 4 News	Civi	4-4301		1	.50	•	ψ323.001 -4	0.00 14101	'	ψ323.00
4P NEV	VS												
	rt Date	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 1	Rate	Rating	_						
28 KARE		2 10/23/12	M-F 430-5p	CM	\$525.00 430-5P	0.0	<u>0</u> T	:30	1	\$1,350.00 P-4	0.00 NM	1	\$1,350.00
20 10 11 12	10/20/1	2 10/20/12	Jeopardy	O.W.	100 01		-	.00	•	ψ1,000.001	0.00 14111	,	ψ1,000.00
JEOPAI													
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$1,350.00	Rating 0.0	_						
		2 10/23/12	M-F 5-6a	CM	5-6a		<del></del>	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
00	. 0, 20, .	0, _ 0,	KARE First Editio		0 00			.00	•	φοσοίσοι .	0.00	·	ψοσοίσο
	1-1ST E			0 . 00 .	Б.,	D ::							
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$350.00	Rating 0.0	-						
		2 10/23/12		CM	9-10a		T	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
			TODAY										
TODAY		Fral Data	Ma alada sa	C= =4= \\\\ = =1-	Data	Datia	_						
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 2	Rate \$350.00	Rating 0.0	_						
		2 10/24/12	M-F 2-3p	CM	2P-3P		- W	:30	2	\$300.00 P-4	0.00 NM	2	\$600.00
			The Doctors										
	OCTORS	End Date	Mookdovo	Spoto/Mook	Poto	Dotin							
Week: 10/	rt Date /22/12	10/28/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$300.00	Rating 0.0							
			M-F 4-430p	СМ	4-430P		- W	:30	1	\$525.00 P-4	0.00 NM	1	\$525.00
4D NEW	v.o.		KARE 11 4 News										
4P NEV	vs irt Date	End Date	Weekdays	Spots/Week	Rate	Rating	,						
Week: 10/		10/28/12	W	1	\$525.00	0.0	_						
35 KARE	10/24/1	2 10/24/12	M-F 430-5p	CM	430-5P	-	- W	:30	1	\$1,350.00 P-4	0.00 NM	1	\$1,350.00
JEOPAI	DDV		Jeopardy										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	י						
Week: 10/		10/28/12	W	1	\$1,350.00	0.0							
36 KARE	10/24/1	2 10/24/12	M-F 5-530p	CM	5-530p	-	- W	:30	1	\$1,800.00 P-4	0.00 NM	1	\$1,800.00
KARE1	1NWS-5		KARE 11 5 News										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	7						
Week: 10/		10/28/12	W		\$1,800.00	0.0	Ō						
37 KARE	10/24/1	2 10/24/12		CM	9-10a	-	- W	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00

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Order / Rev: 715925 Advertiser: CRAVAACK, C / R /CON

Alt Order #: 06331752 Product Desc: CRAVAAK FOR CONGRESS KARE

Flight Dates: 10/23/12 - 10/31/12 Estimate: C23C29

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
			M-F 9-10a TODAY								
TODA											
<u>St</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$350.00	Rating 0.00					
		12 10/25/12	Vikings Regular S		Various	T	:30	1 \$15,000.00 P-2	0.00 NM	1	\$15,000.00
			Viking Regular S	eason	(7:00 PM-10:	:30 PM)					
<u>St</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	Rate \$15,000.00	Rating 0.00					
E 39 KARE			Late Night	CM		35xm WT	:30	3 \$200.00 P-2	0.00 NM	. 2	\$400.00
			Late Night NBC								
<u>St</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> WT	Spots/Week 3	Rate \$200.00	Rating 0.00					
	h Date Ra		escription	-	t/End Time		Weekdays	Length Rate	Rtg Type		
		2-10/28/12 L	ate Night	113	5pm-1235xm		WTh	- :30 <del>(\$200.00)</del>	0.00 NM		
	redited	10. 40/07/40	0-10.40-	014	0.40-	C		4	0.00 NIM		<b>#</b> 450.00
40 KARE	10/27/1	12 10/27/12	Sat 8-10a KARE 11 Saturd	CM av	8-10a	S-	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	S-	1	\$450.00	0.00				<u>.</u>	
41 KARE	10/23/1	12 10/26/12	M-F 1130a-12p Jeopardy	СМ	1130a-12p	- TWTF	:30	2 \$550.00 P-4	0.00 NM	2	\$1,100.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	- TWTF	2	\$550.00	0.00				]	
42 KARE	10/23/1	12 10/26/12	M-F 430-5A M-F 430-5a	CM	430-5a	- TWTF	:30	1 \$50.00 P-2	0.00 NM	1	\$50.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	)/22/12	10/28/12	- TWTF	1	\$50.00	0.00				<u> </u>	
43 KARE	10/26/1	12 10/26/12	Local Prime Spec Local Prime-JUL		Various (8:00 PM-9:0	F	:30	2 \$1,750.00 P-4	0.00 NM	2	\$3,500.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	F		\$1,750.00	0.00				<u> </u>	
44 KARE	10/26/1	12 10/26/12	M-F 11-1130a KARE 11 News	CM	11-1130a	F	:30	1 \$100.00 P-2	0.00 NM	1	\$100.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	F	1	\$100.00	0.00					
45 KARE	10/28/1	12 10/28/12	Post NFL Late Ne		1030-1105P		S :30	1 \$3,150.00 P-4	0.00 NM	1	\$3,150.00
St	art Date	End Date	Post NFL Late N Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	S	1		0.00				]	
46 KARE	10/27/1	12 10/27/12	Saturday Night Li		1030P-1202	AS-	:30	2 \$1,000.00 P-2	0.00 NM	2	\$2,000.00
St	art Date	End Date	Saturday Night L Weekdays	.ive Spots/Week	Rate	Rating					
Week: 10		10/28/12	S-		\$1,000.00	0.00					
47 KARE	10/28/1	12 10/28/12		CM	1105-1135P		S :30	1 \$1,150.00 P-4	0.00 NM	1	\$1,150.00
St	art Date	End Date	MN Bound Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	S	1		0.00					
48 KARE	10/27/1	12 10/27/12	• .	CM	Various	S-	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
St.	art Date	End Date	Vikings Special Weekdays	Spots/Week	(12:00 PM-12 Rate	2:30 PM) Rating					
Week: 10		10/28/12	S-	1	\$2,000.00	0.00					
49 KARE	10/26/1	12 10/26/12	Local Prime Spec		Various	F	:30	2 \$1,750.00 P-2	0.00 NM	2	\$3,500.00
C+	ort Doto	End Data	Local Prime Spe		(8:00 PM-9:0						
St Week: 10	art Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week 2	Rate \$1,750.00	Rating 0.00					
			Football Night in	America CM	6-715P		S :30	2 \$1,300.00 P-2	0.00 NM	2	\$2,600.00
2.	D - 1 -	Food Det	Football Night in		D-1-	Datin					
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				•	

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Order / Rev: 715925 Advertiser: CRAVAACK, C / R /CON

Alt Order #: 06331752 Product Desc: CRAVAAK FOR CONGRESS KARE

Flight Dates: 10/23/12 - 10/31/12 Estimate: C23C29

Ln Ch Start End	Inventory Code Break	Start/End Time	e Days L	_en Spots	Rate Pri	Rtg Type	Spots	Amount
50 KARE 10/28/12 10/28/13	Pootball Night in America M Football Night in America	6-715P	S	:30 2	\$1,300.00 P-2	0.00 NM	2	\$2,600.00
Start Date End Date Week: 10/22/12 10/28/12	Weekdays Spots/Week		ating 0.00					
51 KARE 10/25/12 10/25/12		Vikings Pre-Gar		:30 2	\$2,750.00 P-2	0.00 NM	2	\$5,500.00
0.1.0.1.1.2 10/20/12 10/20/10	Vikings Pre-Game	go		.00 _	<b>4</b> 2,.00.00.	0.00	_	ψο,σσσ.σσ
Start Date End Date	· <u> </u>		ating					
Week: 10/22/12 10/28/12	T 2	\$2,750.00	0.00					
52 KARE 10/25/12 10/25/1	Vikings Regular Season CM Viking Regular Season	7-10P	T	:30 1\$	S15,000.00 P-2	0.00 NM	1	\$15,000.00
Start Date End Date	Weekdays Spots/Week	Rate R	ating					
Week: 10/22/12 10/28/12	T 1	\$15,000.00	0.00					
53 KARE 10/28/12 10/28/13	2 NFL Regular Season Fo@M	715-1030P	S	:30 2	\$5,000.00 P-2	0.00 NM	2	\$10,000.00
	NFL Regular Season Footba					I		
Start Date End Date		Rate R	ating					
Week: 10/22/12 10/28/12	S 2	\$5,000.00	0.00					
54 KARE 10/29/12 10/29/1	2 M-F 10-11a CM	10-11a	M	:30 1	\$125.00 P-2	0.00 NM	1	\$125.00
	M-F 10-11a							
Start Date End Date		Rate R	ating_					
Week: 10/29/12 11/04/12	M 1	\$125.00	0.00					
E 55 KARE 10/31/12 10/31/1	2 Late Night CM	1135pm-1235xn	nW	:30 1	\$200.00 P-2	0.00 NM	1	\$200.00
	Late Night NBC							
Start Date End Date			ating_					
Week: 10/29/12 11/04/12	W 1	\$200.00	0.00					

Totals 65 \$90,775.00